

May 20, 2016

Carole D'Elia, Executive Director  
Little Hoover Commission  
925 L Street, Suite 805  
Sacramento, CA 95814

Dear Ms. D'Elia,

As the Commission considers the value and impact of programs funded by the Mental Health Services Act (MHSA), the California Mental Health Services Authority (CalMHSA) would like to present the resources developed and outcomes generated from the implementation of the Statewide Prevention and Early Intervention (PEI) Programs, a statewide effort funded by the MHSA and guided by direction from the County Behavioral Health Directors. This packet includes information regarding the initial impacts of the Statewide PEI Programs, as well as a sample of materials developed by these programs.

**Background:**

CalMHSA was launched by counties in 2010 in order to use MHSA funds to implement prevention and early intervention services at a statewide level. The inclusion of statewide efforts to enhance and leverage local efforts was consistent with recommendations published in the California Strategic plans for both Suicide Prevention and Stigma and Discrimination. In addition, the California Mental Health Services Oversight and Accountability Commission requested that counties support programs to reduce stigma and discrimination, improve student mental health, and prevent suicide on a statewide basis. The Statewide PEI Programs were launched in 2012, with its first phase of program implementation ending in 2015. The initial outcomes and resources provided here encompass only this first phase of implementation.

## Initial Outcomes Show Promising Results:

According to an independent evaluation by the RAND Corporation, the Statewide PEI Programs are on target to reach 9 in 10 Californians most at risk for mental health concerns and initial efforts are already showing positive outcomes in stigma and discrimination reduction, suicide prevention, and improvement of student mental health. This is critical because RAND's 2014 statewide survey data (the California Well Being Survey) found that over 635,000 Californians did not seek needed treatment for mental health problems and among those survey participants who acknowledged experiencing a mental health problem, nearly 9 in 10 reported discrimination based on it. It is not surprising that RAND researchers concluded that there is a "clear need for stigma and discrimination reduction efforts in the state of California."

Since its inception in 2012, the Statewide PEI Programs have made groundbreaking strides in addressing mental health from an upstream model, focusing on reducing stigma and promoting mental wellness. Some initial impacts include:

- 1 in 4 Californians (approximately 7 million) were exposed to the *Each Mind Matters* Stigma Reduction Campaign. In addition, the stigma of mental illness has decreased with more Californians willing to socialize with, live next door to, and work closely with people experiencing mental illness<sup>1</sup>
- 50% of Californians were exposed to the *Know the Signs* Suicide Prevention Campaign. Those exposed to the Campaign were more confident to intervene with people at risk for suicide<sup>2</sup>. An expert panel convened by the RAND Corporation noted that the campaign was aligned with best practices and one of the best on the subject<sup>3</sup>;

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<sup>1</sup> Collins, Rebecca L., Eunice C. Wong, Elizabeth Roth, Jennifer L. Cerully and Joyce Marks. Changes in Mental Illness Stigma in California During the Statewide Stigma and Discrimination Reduction Initiative. Santa Monica, CA: RAND Corporation, 2015. [http://www.rand.org/pubs/research\\_reports/RR1139.html](http://www.rand.org/pubs/research_reports/RR1139.html).

<sup>2</sup> Ramchand, Rajeev, Elizabeth Roth, Joie Acosta and Nicole K. Eberhart. Adults Newly Exposed to "Know the Signs" Campaign Report Greater Gains in Confidence to Intervene with Those Who Might Be at Risk for Suicide Than Those Unexposed to the Campaign. Santa Monica, CA: RAND Corporation, 2015. [http://www.rand.org/pubs/research\\_reports/RR1134.html](http://www.rand.org/pubs/research_reports/RR1134.html).

<sup>3</sup> Acosta, Joie and Rajeev Ramchand. "Know the Signs" Suicide Prevention Media Campaign Is Aligned with Best Practices and Highly Regarded by Experts. Santa Monica, CA: RAND Corporation, 2014. [http://www.rand.org/pubs/research\\_reports/RR818.html](http://www.rand.org/pubs/research_reports/RR818.html).

- Just one year of investment in Applied Suicide Intervention Skills Training (ASIST) as part of the Statewide PEI Programs is projected to prevent at least 140 deaths and 3,600 suicide attempts over the next 3 decades<sup>4</sup>;
- Education and awareness trainings and presentations have reached large numbers of people across the state (over 300,000) with participants reporting changes in knowledge, attitudes, and intentions including increased confidence to refer or intervene with students who appear to be emotionally distressed;
- Investment in student mental health has supported more graduates across the UC, CSU and California Community system, leading to increased lifetime earnings and greater societal benefit<sup>5</sup>;
- More Californians exposed to the Each Mind Matters stigma reduction campaign turn to help for mental health challenges, leading to higher likelihood of access to mental health services, which can improve productivity and employment outcomes<sup>6</sup>;

Over the last several years, large numbers of Californians have been impacted and reached by the investment made into CalMHSA statewide mental health programs. Sustainment of these efforts is important to enable observation of cumulative effects on longer-term outcomes over the course of time. Ongoing measurement of the mental health of Californians is critical for tracking needs, assessing longer-term impacts of PEI investments, and targeting future programming.<sup>7</sup>

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<sup>4</sup> Ashwood, J. Scott, Brian Briscoe, Rajeev Ramchand, Elizabeth May and M. Audrey Burnam. Analysis of the Benefits and Costs of CalMHSA's Investment in Applied Suicide Intervention Skills Training (ASIST). Santa Monica, CA: RAND Corporation, 2015. [http://www.rand.org/pubs/research\\_reports/RR1115.html](http://www.rand.org/pubs/research_reports/RR1115.html).

<sup>5</sup> Stein, Bradley D., Lisa Sontag-Padilla, J. Scott Ashwood, Michelle W. Woodbridge, Nicole K. Eberhart, Elizabeth May, Rachana Seelam, Brian Briscoe, Joshua Mendelsohn, Elizabeth J. D'Amico, Karen Chan Osilla, Lisa H. Jaycox and M. Audrey Burnam. Campus Climate Matters: Changing the Mental Health Climate on College Campuses Improves Student Outcomes and Benefits Society. Santa Monica, CA: RAND Corporation, 2016. [http://www.rand.org/pubs/research\\_briefs/RB9904.html](http://www.rand.org/pubs/research_briefs/RB9904.html).

<sup>6</sup> Ashwood, J. Scott, Brian Briscoe, Rebecca L. Collins, Eunice C. Wong, Nicole K. Eberhart, Jennifer L. Cerully, Elizabeth May, Elizabeth Roth and M. Audrey Burnam. Investment in Social Marketing Campaign to Reduce Stigma and Discrimination Associated with Mental Illness Yields Positive Economic Benefits to California. Santa Monica, CA: RAND Corporation, 2016. [http://www.rand.org/pubs/research\\_reports/RR1491.html](http://www.rand.org/pubs/research_reports/RR1491.html).

<sup>7</sup> Eberhart, Nicole K., Sandra H. Berry, M. Audrey Burnam, Rebecca L. Collins, Rajeev Ramchand, Bradley D. Stein, Michelle W. Woodbridge, Joie Acosta, Asha Goldweber, Brian Briscoe, Courtney Ann Kase, Dana Schultz, Dionne Barnes-Proby, Elizabeth J. D'Amico, Elizabeth May, Elizabeth Roth, Eunice C. Wong, J. Scott Ashwood, Jennifer L. Cerully, Jennifer Yu, Joyce Marks, Lisa H. Jaycox, Lisa Sontag-Padilla, Mary Lou Gilbert, Rachana Seelam and Shari Golan. California's Statewide Mental Health Prevention and Early Intervention Initiatives Show Promising Early Results, But Sustained Investment Is Needed. Santa Monica, CA: RAND Corporation, 2015. [http://www.rand.org/pubs/research\\_briefs/RB9863.html](http://www.rand.org/pubs/research_briefs/RB9863.html).

Today, CalMHSa is a joint effort among counties that represent over 95% of the population working to implement these life-saving and life-changing programs cost-effectively. The commitment of county funds for primarily statewide prevention efforts while local efforts focus more on early intervention strategies has demonstrated an exponential impact to prevent suicide, improve student mental health, and to reduce the stigma and discrimination associated with mental illness. This unprecedented investment in ground-breaking programs, and successful implementation of is one the primary reasons California is seen as a leader in our public health approach to mental health.

For more information on CalMHSa programs and materials developed by please refer to appendices A & B. You may also contact CalMHSa Program Director, Ann Collentine, at (916) 859-4806 or [ann.collentine@calmhsa.org](mailto:ann.collentine@calmhsa.org).

Sincerely,



Wayne W. Clark, PhD  
CalMHSa Executive Director

cc: Jim Wasserman, Deputy Executive Director, Little Hoover Commission

## Appendix A

Evaluation pieces on CalMHSa programs from the RAND Corporation with supporting infographics:

- Campus Climate Matters - Changing the Mental Health Climate on College Campuses Improves Student Outcomes and Benefits Society; [Report](#) & [Infographic](#)
- Investment in Social Marketing Campaign to Reduce Stigma and Discrimination Associated with Mental Illness Yields Positive Economic Benefits to California; [Report](#) & [Infographic](#)
- Changes in Mental Illness Stigma in California During the Statewide Stigma and Discrimination Reduction Initiative; [Report](#) & [Infographic](#)
- Stigma and Discrimination and Well-Being Among California Adults Experiencing Mental Health Challenges; [Report](#) & [Infographic](#)
- Analysis of the Benefits and Costs of CalMHSa's Investment in Applied Suicide Intervention Skills Training (ASIST); [Report](#) & [Infographic](#)
- California's Statewide Mental Health Prevention and Early Intervention Initiatives Show Promising Early Results, But Sustained Investment Is Needed; [Report](#)
- California Counties' Investment in Statewide Suicide Prevention Efforts is Making a Difference [Infographic](#)

## Appendix B

**Know The Signs (KTS):** Engaged Californians through media outreach & local engagement to learn how to recognize the warning signs of suicide, to talk to someone at risk, and to find local resources for help. Below are culturally specific KTS materials developed for diverse, at-risk populations:

- [OUTREACH MATERIALS FOR THE CHINESE COMMUNITY](#): HANDOUT, PRINT ADS, POSTER AND BROCHURE
- [OUTREACH MATERIALS FOR THE FILIPINO COMMUNITY](#): HANDOUT, POSTERS AND BROCHURE
- [OUTREACH MATERIALS FOR THE KOREAN COMMUNITY](#): HANDOUT, PRINT ADS, POSTER AND BROCHURE
- [OUTREACH MATERIALS FOR THE KHMER-SPEAKING COMMUNITY](#): HANDOUT, POSTER AND BROCHURE
- [OUTREACH MATERIALS FOR THE LAO COMMUNITY](#): HANDOUT, POSTER AND BROCHURE
- [OUTREACH MATERIALS FOR THE HMONG COMMUNITY](#): HANDOUT, POST CARD AND TENT CARD
- [OUTREACH MATERIALS FOR THE VIETNAMESE COMMUNITY](#): HANDOUT, POSTERS AND BROCHURE
- [FLIPCHART, OUTREACH MATERIALS AND HAND-OUTS](#) TO REACH SPANISH-SPEAKING COMMUNITY MEMBER
- [AFRICAN AMERICAN OUTREACH POSTER](#)

**Each Mind Matters:** Each Mind Matters is a statewide movement that brings people together from all walks of life with a shared goal of eliminating stigma around mental health.

- SanaMente [Spanish Fact Sheet](#)
- Each Mind Matters – [Lime Green Story](#)